IN THE CLAIMS

Please amend claims 1-6, 8-14, 16-24, 26-28, 30-34, 36-54, 56, 57, 59, 60, and 62 as follows:

1.   (CURRENTLY AMENDED) A television system comprising:

a receiver for receiving broadcast television content comprising multiple frames of data;

means for inserting multiple copies of ~~a~~ a receiver identification ~~data~~ into a frame ~~data representing a frame~~ of the television content data; and

means for generating a display of television images based upon the data representing the television content and the receiver identification ~~data~~.

2.   (CURRENTLY AMENDED) The television system of Claim 1, wherein the receiver identification ~~data~~ includes at least one of a receiver serial number, a name of an owner of the receiver, an address of an owner of the receiver, a phone number of an owner of the receiver, a name of a manufacturer of the receiver and a model name of the receiver.

3.   (CURRENTLY AMENDED) The television system of Claim 1, wherein the receiver identification ~~data~~ includes a date stamp representing the date on which the receiver identification ~~data~~ was inserted into the data representing the television content.

4.   (CURRENTLY AMENDED) The television system of Claim 1, wherein the receiver identification ~~data~~ includes a time stamp representing the time at which the receiver identification ~~data~~ was inserted into the data representing the television content.

5.   (CURRENTLY AMENDED) The television system of Claim 1, further comprising a removable access card that stores television channel access data and billing data, and wherein the receiver identification ~~data~~ is obtained from the removable access card.

-2-

6.   (CURRENTLY AMENDED) The television system of Claim 1, wherein the receiver identification ~~data~~ is inserted into the data representing the television content by modifying saturation data of the television content.

7.   (CANCELED)

8.   (CURRENTLY AMENDED) The television system of Claim 1, wherein the means for generating a display of television images generates a display of program guide images, and wherein the means for inserting inserts the receiver identification ~~data~~ into data representing the program guide images prior to their display.

9.   (CURRENTLY AMENDED) A method of modifying received television content comprising:

receiving broadcast television content comprising a plurality of frames of data with a receiver;

inserting multiple copies of a receiver identification ~~data~~ into ~~data representing~~ a frame of the television content data; and

generating a display of television images based upon the data representing the television content and the receiver identification ~~data~~.

10.   (CURRENTLY AMENDED) The method of Claim 9, wherein the receiver identification ~~data~~ includes at least one of a receiver serial number, a name of an owner of the receiver, an address of an owner of the receiver, a phone number of an owner of the receiver, a name of a manufacturer of the receiver and a model name of the receiver.

11.   (CURRENTLY AMENDED) The method of Claim 9, wherein the receiver identification ~~data~~ includes a date stamp representing the date on which the receiver identification ~~data~~ was inserted into the data representing the television content.

-3-

12.   (CURRENTLY AMENDED) The method of Claim 9, wherein the receiver identification ~~data~~ includes a time stamp representing the time at which the receiver identification ~~data~~ was inserted into the data representing the television content.

13.   (CURRENTLY AMENDED) The method of Claim 9, wherein the receiver identification ~~data~~ is obtained from a removable access card that stores television channel access ~~data~~ and billing data.

14.   (CURRENTLY AMENDED) The method of Claim 9, wherein the receiver identification ~~data~~ is inserted into the data representing the television content by modifying saturation data of the television content.

15.   (CANCELED)

16.   (CURRENTLY AMENDED) The method of Claim 9, and further comprising generating a display of program guide images, and inserting the receiver identification ~~data~~ into data representing the program guide images prior to their display.

-4-

17.   (CURRENTLY AMENDED) A receiver for receiving broadcast television content having multiple frames of data and inserting a receiver identification ~~data~~ into generated images of television content in a manner that is undetectable to a casual observer of such images, the receiver comprising:

a tuner for receiving a plurality of television channels and outputting a first television channel;

a buffer coupled to the tuner for storing a first image frame from the first television channel, the first image frame including a multiplicity of pixel data;

a memory for storing the receiver identification ~~data that provides a unique identification of the receiver~~;

a controller coupled to the buffer and the memory, the controller retrieving the receiver identification ~~data~~ from the memory and changing values of the pixel data to values of the receiver identification ~~data~~, the controller thereby embedding multiple copies of the receiver identification ~~data~~ into the first image frame; and

a display generator for generating a display of the first television channel including the first image frame.

-5-

G&C 109.24-US-U1

18. (PREVIOUSLY PRESENTED) A method of receiving broadcast television content having multiple frames of data with a receiver and inserting a receiver identification ~~data~~ into generated images of television content in a manner that is undetectable to a casual observer of such images, the method comprising:

receiving a plurality of television channels with a tuner and outputting a first television channel;

storing a first image frame from the first television channel, the first image frame including a multiplicity of pixel data;

storing the receiver identification ~~data that provides a unique identification of the receiver~~;

modifying a subset of the pixel data to represent the multiple copies of the receiver identification ~~data~~, multiple copies of the receiver identification ~~data~~ thereby being embedded into the first image frame; and

generating a display of the first television channel including the first image frame.

19. (CURRENTLY AMENDED) A program reception system comprising:

a receiver for receiving transmitted data representing program content comprising multiple frames;

means for modifying a frame of the data representing the program content to include multiple copies of a receiver identification ~~data~~; and

means for providing the modified data representing the program content to a presentation device.

-6-

G&C 109.24-US-U1

20.   (CURRENTLY AMENDED) The apparatus of Claim 19, wherein the receiver identification ~~data~~ is selected from the group comprising:

a receiver serial number;

a name of an owner of the receiver;

an address of an owner of the receiver;

a phone number of an owner of the receiver;

a name of a manufacturer of the receiver; and

a model name of the receiver.

21.   (CURRENTLY AMENDED) The apparatus of Claim 19, wherein the receiver identification ~~data~~ includes a date stamp representing a date on which the data representing the program content was modified to include the receiver identification ~~data~~.

22.   (CURRENTLY AMENDED) The apparatus of Claim 19, wherein the receiver identification ~~data~~ includes a time stamp representing the time at which the data representing the program content was modified to include the receiver identification ~~data~~.

23.   (CURRENTLY AMENDED) The apparatus of Claim 19, further comprising a removable access card that stores program channel access data and billing data, and wherein the receiver identification ~~data~~ is obtained from the removable access card.

24.   (CURRENTLY AMENDED) The apparatus of Claim 19, wherein the program content includes television content and the receiver identification ~~data~~ is inserted into the data representing the program content by modifying saturation data of the television content.

25.   (CANCELED)

-7-

G&C 109.24-US-U1

26. (CURRENTLY AMENDED) The apparatus of Claim 19, wherein the means for providing the modified data representing the program content to a presentation device provides a display of at least one program guide image, and wherein the means for modifying the data representing the program content to include receiver identification ~~data~~ inserts receiver identification ~~data~~ into data representing the program guide image prior to display of the program guide image.

27. (CURRENTLY AMENDED) A method of modifying received program content comprising:

receiving broadcast data representing program content having multiple frames;

modifying a frame of the data representing the program content to include multiple copies of ~~the~~ a receiver identification ~~information data~~; and

providing the modified data representing the program content to a presentation device.

28. (CURRENTLY AMENDED) The method of Claim 27, wherein the step of modifying the data representing the program content to include the receiver information ~~data~~ comprises the step of substituting the receiver identification ~~data~~ for a subset of the data representing the program content.

29. (ORIGINAL) The method of Claim 27, further comprising the step of presenting the modified program content to the user on the presentation device.

30. (CURRENTLY AMENDED) The method of Claim 27, wherein the receiver identification ~~data~~ is selected from the group comprising:

a receiver serial number;

a name of an owner of the receiver;

an address of an owner of the receiver;

a phone number of an owner of the receiver;

a name of a manufacturer of the receiver; and

a model name of the receiver.

-8-

G&C 109.24-US-U1

31.   (CURRENTLY AMENDED) The method of Claim 27, wherein the receiver identification data includes a date stamp representing the date on which the receiver identification data was inserted into the data representing the program content.

32.   (CURRENTLY AMENDED) The method of Claim 27, wherein the receiver identification data includes a time stamp representing the time at which the receiver identification data was inserted into the data representing the program content.

33.   (CURRENTLY AMENDED) The method of Claim 27, wherein the receiver identification data is obtained from a removable access card that stores program channel access data and billing data.

34.   (CURRENTLY AMENDED) The method of Claim 27, wherein the program content comprises television content, and the receiver identification data is inserted into the data representing the program content by modifying saturation data of the television content.

35.   (CANCELED)

36.   (CURRENTLY AMENDED) The method of Claim 27, further comprising the step of generating a display of program guide images, and inserting receiver identification data into data representing the program guide images prior to their display.

-9-

37. (CURRENTLY AMENDED) A receiver for receiving transmitted program content having multiple frames of data, comprising:

a tuner, for receiving at least one of a plurality of program channels;

a memory, communicatively coupled to the tuner for storing at least a portion of data representing the program content;

a controller, communicatively coupled to the memory, the controller for modifying at least a portion of a frame of the data representing program content according to multiple copies of ~~the~~ a receiver identification ~~data~~.

38. (CURRENTLY AMENDED) The receiver of Claim 37, wherein the program content comprises television content, the portion of data representing the program content comprises pixel data, and wherein:

the controller modifies at least a portion of the pixel data according to the receiver identification ~~data~~.

39. (CURRENTLY AMENDED) The receiver of Claim 37, further comprising a second memory, communicatively coupled to the controller, for storing the receiver identification ~~data~~.

40. (CURRENTLY AMENDED) The receiver of Claim 37, wherein the receiver identification ~~data~~ is selected from the group comprising:

a receiver serial number;

a name of an owner of the receiver;

an address of an owner of the receiver;

a phone number of an owner of the receiver;

a name of a manufacturer of the receiver; and

a model name of the receiver.

-10-

G&C 109.24-US-U1

41. (CURRENTLY AMENDED) The receiver of Claim 37, wherein the receiver identification ~~data~~ includes date data representing a date on which the data representing the program content was modified to include the receiver identification ~~data~~.

42. (CURRENTLY AMENDED) The receiver of Claim 37, wherein the receiver identification ~~data~~ includes time data representing a time at which the data representing the program content was modified to include the receiver <u>identification</u> ~~information data~~.

43. (CURRENTLY AMENDED) The receiver of Claim 37, wherein the receiver identification ~~data~~ is obtained from an access card communicatively coupleable with the receiver.

44. (CURRENTLY AMENDED) An article of manufacture embodying logic for ~~computing a plurality of order-based analysis functions for records stored in a table in a computer system~~ <u>modifying received program content</u>, comprising:

receiving broadcast data representing program content having multiple frames;

modifying a frame of the data representing the program content to include multiple copies of ~~the~~ <u>a</u> receiver <u>identification</u> ~~information data~~; and

providing the modified <u>frame of the</u> data representing the program content to a presentation device.

45. (CURRENTLY AMENDED) The television system of claim 1, wherein the means for inserting multiple copies of <u>the</u> receiver identification ~~data~~ into data representing a frame of the television content comprise:

means for dividing the frame into a plurality of groups;

means for inserting a copy of the receiver identification ~~data~~ in each of the plurality of groups.

46. (PREVIOUSLY PRESENTED) The television system of claim 45, wherein the frame is an image frame, and each of the groups comprises a plurality of lines.

-11-

G&C 109.24-US-U1

47. (CURRENTLY AMENDED) The television system of claim 46, wherein each line comprises a plurality of pixels, and the means for inserting a copy of the receiver identification data in each of the plurality of groups comprises:

    means for repeatedly substituting a bit of the receiver identification data for a bit of a pixel of the line and skipping a plurality of pixels, for each of the lines in the group.

48. (CURRENTLY AMENDED) The method of claim 9, wherein the step of inserting multiple copies of the receiver identification data into data representing a frame of the television content comprises the steps of:

    dividing the frame into a plurality of groups; and

    inserting a copy of the receiver identification data in each of the plurality of groups.

49. (PREVIOUSLY PRESENTED) The method of claim 48, wherein the frame is an image frame , and each of the groups comprises a plurality of lines.

50. (CURRENTLY AMENDED) The method of claim 49, wherein each line comprises a plurality of pixels, and the step of inserting a copy of the receiver identification data in each of the plurality of groups comprises the step of:

    repeatedly substituting a bit of the receiver identification data for a bit of a pixel of the line and skipping a plurality of pixels for each of the lines in the group.

51. (CURRENTLY AMENDED) The receiver of claim 17, wherein the controller comprises:

    means for dividing the first image frame into a plurality of groups;

    means for inserting a copy of the receiver identification data in each of the plurality of groups.

-12-

G&C 109.24-US-U1

52.   (PREVIOUSLY PRESENTED) The receiver of claim 51, wherein the first image frame comprises a plurality of lines, and each of the groups comprises a plurality of lines.

53.   (CURRENTLY AMENDED) The receiver of claim 52, wherein each line comprises a plurality of pixels, and the means for inserting a copy of the receiver identification data in each of the plurality of groups comprises:

        means for repeatedly substituting a bit of the receiver identification data for a bit of a pixel of the line and skipping a plurality of pixels for each of the lines in the group.

54.   (CURRENTLY AMENDED) The method of claim 18, wherein the step of modifying a subset of the pixel data to represent the multiple copies of the receiver identification data comprises the steps of:

        dividing the first image frame into a plurality of groups; and

        inserting a copy of the receiver identification data in each of the plurality of groups.

55.   (PREVIOUSLY PRESENTED) The method of claim 54, wherein each of the groups comprises a plurality of lines.

56.   (CURRENTLY AMENDED) The method of claim 55, wherein each line comprises a plurality of pixels, and the step of inserting a copy of the receiver identification data in each of the plurality of groups comprises the step of:

        repeatedly substituting a bit of the receiver identification data for a bit of a pixel of the line and skipping a plurality of pixels for each of the lines in the group.

-13-

G&C 109.24-US-U1

57. (CURRENTLY AMENDED) The program reception system of claim 19, wherein the means for modifying the frame of the data representing the program content to include multiple copies of the receiver identification ~~data~~ comprises:

means for dividing the frame into a plurality of groups;

means for inserting a copy of the receiver identification ~~data~~ in each of the plurality of groups.

58. (PREVIOUSLY PRESENTED) The program reception system of claim 57, wherein the frame is an image frame comprising a plurality of lines, and each of the groups comprises a plurality of lines.

59. (CURRENTLY AMENDED) The program reception system of claim 58, wherein each line comprises a plurality of pixels, and the means for inserting a copy of the receiver identification ~~data~~ in each of the plurality of groups comprises:

means for repeatedly substituting a bit of the receiver identification ~~data~~ for a bit of a pixel of the line and skipping a plurality of pixels for each of the lines in the group.

60. (CURRENTLY AMENDED) The method of claim 27, wherein step of modifying the frame of the data representing the program content to include multiple copies of the receiver information ~~data~~ comprises the steps of:

dividing the frame into a plurality of groups;

inserting a copy of the receiver identification ~~data~~ in each of the plurality of groups.

61. (PREVIOUSLY PRESENTED) The method of claim 60, wherein the frame is an image frame, and each of the groups comprises a plurality of lines.

-14-

G&C 109.24-US-U1

62.   (CURRENTLY AMENDED) The method of claim 61, wherein each line comprises a plurality of pixels, and the means for inserting a copy of the receiver identification ~~data~~ in each of the plurality of groups comprises:

means for repeatedly substituting a bit of the receiver identification for a bit of a pixel of the line and skipping a plurality of pixels for each of the lines in the group.

-15-

G&C 109.24-US-U1